

HIGHLY CONFIDENTIAL – SUBJECT TO PROTECTIVE ORDER

Table 22: U.S. Indirect Open Web Display (Non-Video) Exchange Spending Shares, 2019-2022

	From data productions				Use buying tool data to estimate the size of other exchanges			
	2019	2020	2021	2022	2019	2020	2021	2022
AdX	51%	52%	49%	47%	43%	42%	41%	38%
	2%	2%	2%	2%	2%	2%	2%	2%
	0%	0%	0%	1%	0%	0%	0%	1%
	9%	8%	7%	6%	8%	7%	6%	5%
	8%	8%	8%	9%	7%	6%	7%	7%
	7%	5%	5%	5%	6%	4%	4%	4%
	7%	8%	10%	11%	6%	7%	8%	9%
	2%	2%	3%	3%	2%	2%	2%	3%
	2%	2%	2%	2%	2%	2%	2%	2%
	6%	7%	6%	6%	5%	6%	5%	5%
	4%	4%	6%	6%	3%	3%	5%	5%
	1%	1%	1%	2%	1%	1%	1%	1%
Other Exchanges					16%	19%	18%	18%

Sources: See Section X.A in the appendix